

## ABSTRACT

A method and system for providing targeted content in a document. The method includes providing targeted content in a document, including:

- 5       providing a user with a printed document, formatted to include information with content targeted to demographics of the user, the document having at least one user interactive element which enables the user to indicate a request for further information relating to the content by interacting with the element using a sensing device which is adapted to transmit data indicating the request to a computer system.